

Engaging the Public

Yvette Cantrell, RSI
Communications and Public Affairs
July 6, 2010

Goal of Tonight's Meeting

- To provide a foundation for a potential recommendation that will assist DOE in developing a public outreach strategy for the Waste Disposition Evaluation Project

Presentation Overview

- Review examples of current DOE outreach methods
- Discuss the challenges of gathering input from the public
- Focus on outreach efforts for the Waste Disposition Evaluation Project
- Generate ideas for future outreach efforts for the Waste Disposition Evaluation Project

Examples of Current Outreach Methods

- ☐ Media
 - ☐ Newspaper
 - ☐ Radio
- ☐ Public meetings
 - ☐ Presentation style
 - ☐ Information sessions
- ☐ Mailing lists
- ☐ Speakers bureaus

Examples of Current Outreach Tools

- ☐ Presentations
- ☐ Fact Sheets
- ☐ Videos
- ☐ Tours
- ☐ Posters
- ☐ Technical Reports

Public Input Challenges

- ❑ Reaching a **majority** of the stakeholders
- ❑ Identifying public **priorities**
- ❑ **Balancing** stakeholder input
- ❑ Communicating a **sufficient** amount of information
- ❑ Providing a suitable level of **education**

Example of Public Input Challenges

New TV



Example of Public Input Challenges

50" HDTV
Widescreen 16:9 Format
1366 X 768 Resolution
Universal Remote
Detachable Speakers



Example of Public Input Challenges

- ☐ Green TV
- ☐ Energy Star Rating
- ☐ Uses 30% Less Energy



Example of Public Input Challenges

\$1,000.00



Example of Public Input Challenges

These TV's are built at a new
Piketon
plant that employees 800
people



Example of Public Input Challenges

- ☐ How many of you would consider buying this TV?
- ☐ How many of you would not buy this TV?
- ☐ How many of you would buy this TV?

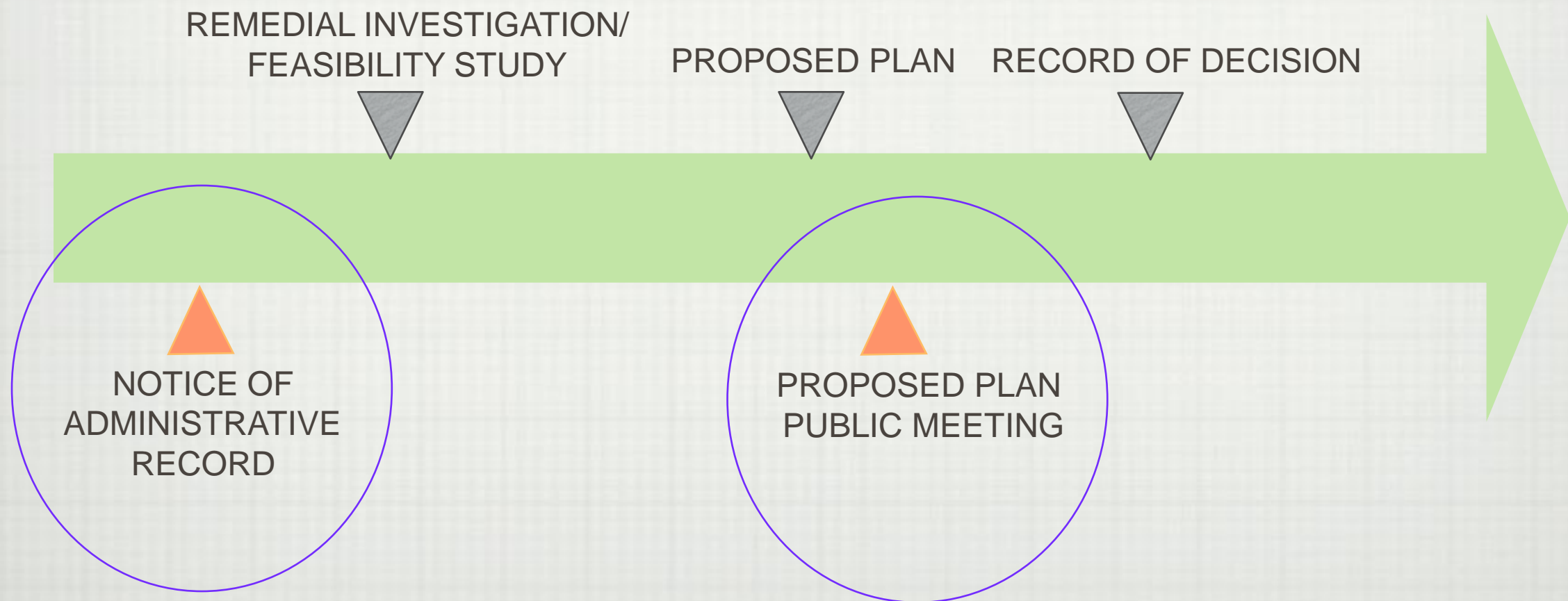


Public Input Challenges

- Reaching a **majority** of the stakeholders
- **Balancing** stakeholder priorities
- Communicating a **sufficient** amount of information
- Providing a suitable level of **education**

Waste Disposition Evaluation

Public Involvement Regulatory Requirements



Waste Disposition Evaluation

- ☐ Initial Efforts
 - ☐ Public poster session (May 2009)
 - ☐ Introduced the future project
 - ☐ SSAB meetings
 - ☐ Updated project schedule
 - ☐ Subcommittee project kickoff
 - ☐ Public poster session (June 2010)
 - ☐ Updated project schedule

Public Input Challenges

- Reaching a **majority** of the stakeholders
- **Balancing** stakeholder priorities
- Communicating a **sufficient** amount of information
- Providing a suitable level of **education**